

AMENDMENTS TO THE CLAIMS

1. (Previously Presented) A method in a computer system for identifying users to whom to promote a selected auction, the selected auction having users that have already bid in the selected auction, the method comprising:

in the computer system, for each of a plurality of examined auctions other than the selected auction,

distinguishing the examined auction if the number of users that have bid in the selected auction that also bid in the examined auction exceeds a minimum threshold;

in the computer system, for each of the distinguished auctions, identifying users that bid in the distinguished auction and did not bid in the selected auction; and

notifying the identified users about the selected auction.

2. (Previously Presented) The method of claim 1, wherein notifying the identified users includes promoting the selected auction to the identified users.

3. (Previously Presented) The method of claim 1, wherein notifying the identified users includes transmitting electronic mail messages promoting the selected auction to the identified users.

4. (Original) The method of claim 1, further comprising, when any of the identified users request a selected web page:

incorporating in the selected web page information promoting the selected auction;
and

after such incorporation, returning the selected web page to the user.

5. (Previously Presented) A computer-readable medium whose contents cause a computer system to perform a method for identifying users to whom to promote a

selected auction, the selected auction having users that have already bid in the selected auction, the method comprising:

for an examined auction other than the selected auction, distinguishing the examined auction if the number of users that have bid in the selected auction that also bid in the examined auction exceeds a minimum threshold;

if the examined auction is distinguished,

identifying users that bid in the distinguished auction and did not bid in the selected auction; and

promoting the examined auction to the identified users.

6. (Previously Presented) The computer-readable medium of claim 5 wherein promoting the examined auction to the identified users includes transmitting an ICQ instant message to at least one of the identified users.

7. (Previously Presented) The computer-readable medium of claim 5 wherein promoting the examined auction to the identified users includes transmitting an electronic mail message to at least one of the identified users.

8. (Original) The computer-readable medium of claim 5 wherein the contents of the computer-readable medium further cause the computer system to, when any of the identified users request a selected web page:

incorporate in the selected web page information promoting the selected auction;
and

after such incorporation, return the selected web page to the user.

9-30. (Canceled)